



TALK ABOUT ALCOHOL

**Alcohol Awareness Month
April, 2006**

General Information

The Vermont Department of Health would like to involve your coalition in our plans for the 2006 Alcohol Awareness Month. This year, we are aiming our campaign messages towards parents and adults and urging them to talk to the children in their lives before they begin using alcohol.

During the month of April, 2006 (Alcohol Awareness Month) we encourage each coalition to conduct awareness activities and events that can assist parents in talking with their children about alcohol. In order to promote alcohol awareness month around the state, we ask you to choose an activity from the following list:

- Youth can develop a 60-second video Public Service Announcement or poster for the **Alcohol Awareness Month PSA and poster contest** for youth age 10-17. Winners in each category will receive an award and public recognition from the Governor of Vermont and the Department of Health. Log onto the VDH web site at <http://healthvermont.gov> and click on Alcohol Awareness Month for more contest information.
- Participate in the Department of Liquor Control **Sticker Shock campaign**. Print and place pre-designed stickers on bottles in liquor and grocery stores that warn the purchaser about the consequences of providing alcohol to youth. Contact Steve Waldo from the DLC for more information about this campaign. His email is: steve@dlc.state.vt.us and his phone is 802-263-5355.
- Working with your local grocery store, convenience store or liquor outlet, conduct a **Brown Paper Bag campaign** by printing, decorating or placing information stickers on brown paper bags with the Alcohol Awareness Month logo and tips for talking to youth about alcohol. Distribute these in local liquor and/or retail stores. A print ready version of the logo and suggested tips are available from ADAP.
- Collaborate with your local school or supervisory union to conduct a **Reach Out Now - National Teach In** event. This program is designed especially for use by fifth and sixth grade students, their families, and their teachers. The materials are sent to teachers nationwide each year. See www.teachin.samhsa.gov for more information.
- Hold a **follow-up to your March Town Hall Meeting event** and show the FACE video *"This Place"*. Invite town leaders, police, school officials, and other policy makers to participate on a panel to discuss how your town can address underage drinking. Copies of *"This Place"* are available through the ADAP Clearinghouse or through your regional Prevention Consultant. Please contact your local Substance Abuse Prevention Consultant or Krissy Shelvey at kshelve@vdh.state.vt.us to reserve a Clearinghouse copy for your event.

- Conduct a **community pledge** by adults in the community to limit access to alcohol by youth. The pledge could be introduced to community adults at a town meeting in March and left for signatures at the Town Library. The unveiling of the signed pledge could be done at another event during Alcohol Awareness Month. For a sample pledge, contact your local Substance Abuse Prevention Consultant or log onto the ADAP web site at <http://healthvermont.gov> and click on Alcohol Awareness Month to download a copy.
- Ask your local media **to place PSAs** from the “Start Talking Before They Start Drinking” campaign in your local newspaper, and on radio and TV stations, as well as in newsletters and in key locations around the community. These ads can be seen on the Start Talking Before They Start Drinking website (www.stopalcoholabuse.org). For more information on how to obtain the ads, contact Corbett Sionainn at csionai@vdh.state.vt.us. To find contact information for your local media, log onto either www.vtliving.com/media/ or www.vermont.com/Media.html.
- Use your Alcohol Awareness Month activities to **provide information for parents and guardians** on alcohol, youth and underage drinking. You will find educational materials and resources for parents and other community members on both the VT Dept. of Health ADAP web page (<http://healthvermont.gov> – click on Alcohol Awareness Month) and the Start Talking Before They Start Drinking website (www.stopalcoholabuse.org).